



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Potholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 330272

Schedule Dates

09/07/12-09/12/12

Advertiser

POL/D Raja/R/SSN/PA (16250)

Agency

SRCP - Stevens Reed Curcio & Potholm (2056)

Product

Political - Federal Candidate (1067)

Brand

POL/D Raja/R/SSN/PA (126272)

Salesperson

Telerep/Washington DC, Washington DC (1040)

Sales Office

Telerep/Washington DC

Buyer Name

MULHALL, CHERYL

Phone/Fax

/

CPE

36/76/246

Account Types

National/Political

Billing Type

Standard

Comments

RAJA 9/6 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/06/12

Last Modified 09/10/12

Entered By Jennifer Stewart

CO-OP Yes

Headline # 06305407

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$2,913.75

Net Total \$16,511.25

Sales Tax

Pittsburgh (WPXI)

By Broadcast Month

Sep. 2012

Spots 23

Rate \$19,425.00

Grand Total: \$19,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	10A- Ellen	2					2			2	\$250.00	\$500.00	Pittsburgh (WPXI)	ELLEN/1	9/6/12
2.0	Revised Line / Spot	09/10/12-09/12/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	2	X	X	X								Pittsburgh (WPXI)	LATE NEWS/3	9/6/12
2.1	Normal Line / Spot	09/10/12-09/12/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	2	1		1					2	\$1,350.00	\$2,700.00	Pittsburgh (WPXI)	LATE NEWS/3	9/7/12
3.0	Revised Line / Spot	09/10/12-09/12/12	5	:30	11:34P- TONIGHT SHOW	2	X	X	X								Pittsburgh (WPXI)	TONIGHT/5	9/6/12
3.1	Normal Line / Spot	09/10/12-09/12/12	5	:30	11:34P- TONIGHT SHOW	2	1		1					2	\$500.00	\$1,000.00	Pittsburgh (WPXI)	TONIGHT/5	9/7/12
4.0	Revised Line / Spot	09/10/12-09/12/12	5	:30	5P- 5:30P (EST)	1	X	X	X								Pittsburgh (WPXI)	NEWS 5-530P/7	9/6/12
4.1	Normal Line / Spot	09/10/12-09/12/12	5	:30	5P- 5:30P (EST)	1	X		X					1	\$575.00	\$575.00	Pittsburgh (WPXI)	NEWS 5-530P/7	9/7/12
5.0	Revised Line / Spot	09/10/12-09/12/12	5	:30	5:58P- Channel 11 News At 6pm M-F	3	1	1	1								Pittsburgh (WPXI)	NEWS 6-630P/9	9/6/12
5.1	Normal Line / Spot	09/10/12-09/12/12	5	:30	5:58P- Channel 11 News At 6pm M-F	3	X		X					3	\$775.00	\$2,325.00	Pittsburgh (WPXI)	NEWS 6-630P/9	9/7/12
6.0	Revised Line / Spot	09/10/12-09/12/12	5	:30	5:59A- Channel 11 News 6am	1	1	1									Pittsburgh (WPXI)	NEWS 6-7A/10	9/6/12
6.1	Normal Line / Spot	09/10/12-09/12/12	5	:30	5:59A- Channel 11 News 6am	3	X		X					3	\$575.00	\$1,725.00	Pittsburgh (WPXI)	NEWS 6-7A/10	9/7/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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CPE 36/76/246
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CO-OP Yes
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Package Deal
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Net Total \$16,511.25
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Sep. 2012 23 \$19,425.00
Grand Total: 23 \$19,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
7.0	Normal Line / Spot	09/07/12-09/07/12	5	:30	6:59P- Jeopardy							1		1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	JEOP 7-730P/12	9/6/12
8.0	Revised Line / Spot	09/10/12-09/12/12	5	:30	7A- 8A (EST)		1	1	1								Pittsburgh (WPXI)	TODAY 7-8A/13	9/6/12
8.1	Normal Line / Spot	09/10/12-09/12/12	5	:30	7A- 8A (EST)		3	X	X	X				3	\$475.00	\$1,425.00	Pittsburgh (WPXI)	TODAY 7-8A/13	9/7/12
9.0	Revised Line / Spot	09/10/12-09/12/12	5	:30	7:30P- WHEEL OF FORTUNE		2	X	X	X							Pittsburgh (WPXI)	WHEEL 730-8P/15	9/6/12
9.1	Normal Line / Spot	09/10/12-09/12/12	5	:30	7:30P- WHEEL OF FORTUNE		1	1	1					2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	WHEEL 730-8P/15	9/7/12
10.0	Normal Line / Prime	09/10/12-09/10/12	5	:30	7:57P- The Voice 8-10P		1							1	\$3,500.00	\$3,500.00	Pittsburgh (WPXI)	VOICE 8-10P/16	9/6/12
11.0	Normal Line / Preempt	09/09/12-09/09/12	5	:30	11:30P- Channel 11 News Following Football 1130P								1	1	\$1,700.00		Pittsburgh (WPXI)	PREMPT DUE TO RATE/17	9/6/12
11.0.1	Closed Preempt	09/09/12															Pittsburgh (WPXI)	No Avail/Exception -	
12.0	Normal Line / Spot	09/09/12-09/09/12	5	:30	8A- 10A (EST)								1	1	\$275.00	\$275.00	Pittsburgh (WPXI)	NEWS 8-10A/18	9/6/12
13.0	M/G For 11.0.1 / Spot	09/12/12-09/12/12	5	:30	6:59P- Jeopardy				1					1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	JEOP/17 MG	9/10/12
14.0	Normal Line / Spot	09/12/12-09/12/12	5	:30	5:30A- 6A (EST)				1					1	\$400.00	\$400.00	Pittsburgh (WPXI)	530A NEWS	9/10/12

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